



*Pre Amet 29/c*  
*L. Ellis*  
PATENT  
*12-18-03*

RESPONSE UNDER 37 C.F.R. 1.116 - EXPEDITED  
PROCEDURE - EXAMINING GROUP 3600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414  
Applicant(s): Poage et al.  
Filed: August 30, 1999  
Art Unit: 3623  
Examiner: C. Colon  
Title: APPARATUS AND METHOD  
FOR CREATING A MARKETING INITIATIVE

Confirmation No.: 9114

Docket No.: 023895/257070  
Customer No.: 00826

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DEC 02 2003  
**GROUP 3600**

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AFTER FINAL ACTION  
PURSUANT TO 37 C.F.R. § 1.116**

Sir:

In response to the Final Office Action dated January 23, 2003, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims beginning on page 3 of this paper.

**Remarks** begin on page 15 of this paper.